

THE Gateway

University of Nebraska at Omaha

Beer on campus,
see page two*Taking Van Halen's Advice?*

Terry Armitage; UNO student and former triple jumper, gets back into shape by jumping up the steps at Al Caniglia Field.

Kenneth Jarecke

Business futurist says study of past change is important

By BETH DeMERRELL

"We need to know as much as we can now to know what will happen tomorrow," according to Dr. Leon Martel. The business futurist and author said the key to planning for the future is to develop long-term change.

"Take a longer, broader look to the future," he said. "Change has a pattern magnitude, a direction. Look at it and we understand a great deal about the future."

Martel spoke to about 675 people Tuesday morning at the ABC Breakfast Series at the Holiday Inn.

A project leader for the president, vice president and secretary of defense, Martel said a deliberate, conscious effort must be made to ensure the survival and prosperity of future

change.

Martel said change is occurring in three areas: information, population and the economy.

"There are two kinds of change," he said. "Long-term change, which is irreversible. It creates new situations, a level of understanding. And short-term cyclical change. This is repetitive; it follows the same pattern. An example of short-term is business."

Martel said long-term changes will affect the way people learn. "In the future," he said, learning will involve the "three R's and C (computer)."

In the past, Martel said, workers were divided into blue and white collar categories. One day, he said, they will be divided into the "in-

formation-rich and the information-poor."

The increase in information will contribute to changes in the population, Martel said. Two important long-term changes will occur in this area, he said.

"The first is the slowing in population growth, which is occurring worldwide," he said. "The peak has been reached and passed. Our growth rate is steadily falling."

Martel said at the same time, the length of life expectancy has increased.

Within these changes are short-term changes, Martel said. These include the peak post-war births and the baby bust.

Another area of change is economic, Martel said. This is a difficult area to change, he said, because "there are about as many views as

there are economists.

"There is a large continuing deficit in the national budget," he said. "The reason is because our elected representatives in the past didn't understand change; they forgot people would live longer and work less. The life expectancy then was 55. Today it is 74 1/2."

Martel said there is hope for change if more candidates understand long-term change. Because this is an election year, Martel said he feels nothing is likely to be done to improve the situation at this time.

It is necessary, he said, to adopt a long-term perspective, recognize change as occurring and make use of change.

"Those who succeed use change, not avoid it," he said. "They make it a partner."

Local distributors try to earn loyalty of UNO students

By ANNE WALSH

The familiar logos can be seen all over campus.

From posters proclaiming UNO all-school parties to intramural activities calendars, beer companies are promoting their products as well as school events.

According to the Washington Post, combined ad budgets for the top 10 beer advertisers totaled \$501 million in 1982. Many of the ad dollars are used to promote beer on the nation's college campuses.

It is difficult to estimate how much money is spent by local distributors to promote their names among UNO students.

THE COMPANIES' INVOLVEMENT includes co-promoting events with the UNO Student Programming Organization (SPO), funding intramural and Greek system events, promoting Maverick athletic teams and advertising in The Gateway.

Joel Zarr, director of SPO, estimated contributions from beer distributors in the past year at \$8,000, and also estimated contributions to the Greek system at \$5,000.

Records show distributors spent \$4,207 advertising with The Gateway in 1983.

Even those estimated figures are probably only a fraction of what the distributors spend to attract UNO students. The distributors won't disclose the amount spent on promotional budgets.

Skip Kozeny, UNO campus representative for Stanek Distributing Co., promotes the Heileman Company's Old Style beer.

Kozeny said college students' beer purchases make up 33 percent of Heileman's sales. Old Style's sales are increasing in the Midwest, he said.

"My job is to let students know that Old Style is a popular beer," Kozeny said. "I do all the promoting on campus. I do the posters, I get the word around."

Kozeny said he promotes Old Style at UNO mostly through bar promotions.

"UNO'S A COMMUTER CAMPUS and it's tougher to promote than Creighton. Creighton's got the dorm parties and everyone's there," he said. "But at UNO, everyone has cars, so it's easier to do bar promotions."

Kozeny said he talks with bar owners about a month before scheduling a promotion. The event usually has a theme, such as Valentine's Day, St. Patrick's Day or spring break.

Bar owners sell Old Style beer to students at a reduced rate, and Kozeny handles the posters on campus.

"The bar owners are responsive to this. It gets customers in, and the owners want the college kids to come back," he said.

Kozeny said he's also worked with fraternities and other organizations on campus, who

Beer companies becoming more conscious of image

By HENRY CORDES

The big beer companies are out to change their image on college campuses.

"As far as chug-a-lug events or wet T-shirt contests, we don't want to get involved," said Lynn Massey, manager of college marketing for the Adolph Coors Co.

"We want to market the product, but we want to be responsible about it."

Massey, reached by phone at his office in Golden, Colo., said his company still wants to make its name known on college campuses, and have that name associated with good times.

BUT WITH THE GROWING CONCERN among legislatures and citizen's groups over drinking among college students, the companies must also be conscious of the public image they project.

Patricia Brash, public relations manager for the Miller Brewing Co. in Milwaukee, Wis., said her company is also concerned with abuse of its product by college students.

But national beer companies have not always been as concerned with responsibility.

William Coors, chairman of the board for the Coors Co., in a December speech blasted the alcoholic beverage industry for the aggressive way it promotes beer on college campuses.

There is a reason for this aggressiveness, however. The college beer market is worth millions of dollars, and the competition is heavy.

"**I'D SAY IF YOU LOOK** at the beer industry, competition is very intense, and I don't view the college market as any different," Massey said. "I have no idea what the size of the market is, but I'm sure it's a sizable sum."

The major breweries do not readily disclose the amount spent on promotions and advertising directed at the college market.

purchase Old Style kegs through Kozeny at a discount.

"Heileman stresses personal service, and I try to go to most parties to be sure everything is working O.K.," he said.

The Phillip Morris Company also plans to continue the "Miller High Life Rock Series" this semester, according to Jim Corson, campus representative for Miller.

Neither Massey nor Brash would say how much money is in their marketing budgets.

Massey said he saw the money spent on college campuses as a two-way street. The brewery gets some name recognition, while school organizations get money to sponsor special events.

Massey said some of his company's most successful promotions do not involve alcoholic beverages. Some examples are intramural programs and on-campus movies.

At functions where beer is served, Massey said Coors is making alternative non-alcoholic beverages available.

"WHY NOT OFFER AN ALTERNATIVE beverage and be responsible about it?" he said. "Drinking a couple of Coors beers or any other product won't hurt too much, but obviously there can be abuse, and we are very concerned about that."

Massey said Coors' major promotion for the fall will be ski parties, during which skiing films will be shown and the sport discussed. He said beer would not necessarily be served at the parties.

"We feel good about the direction we're going with understanding potential problems," he said.

Brash said the changes in the direction of Miller's promotions usually come from the campuses themselves.

"WE HAVE ALWAYS TAILED our programs around guidelines of the campuses," she said. "We have always been successful because we've always known of the problems with young people drinking."

Brash said most of Miller's promotions have nothing to do with beer busts. She added that Miller was the first brewery to institute a successful alcohol education program on college campuses.

"Our aim is to educate on the product, and hope they don't misuse it," she said.

"LOCAL AND REGIONAL BANDS are brought in for all-school parties," he said. "Miller pays for the band, rent on the hall and promotional activities. The retailer buys the beer from Miller."

Corson added that the cover-charge fees are collected by Miller.

Guidelines for marketing beer on college campuses set by BACCHUS (Boost Alcohol

Consciousness Concerning the Health of University Students) were first endorsed and followed by Miller, Corson said.

The guidelines restrict promotional efforts. Some of the instructions include:

*Advertising . . . should not portray drinking as a solution to personal or academic problems of students or as necessary to social, sexual or academic success.

***THE CONSUMPTION OF BEER,** wine or distilled spirits should not be the sole purpose of any promotional activity.

Kozeny said that Old Style college reps are given a manual which includes Heileman guidelines.

"Heileman won't promote anything like chug-a-lugs," he said. "Their motto is 'everything in moderation.'"

Coors Distributing Co. representative Jeff Thompson said promotional guidelines also are followed by Coors.

According to the Washington Post, Adolf Coors Co. chairman William Coors thinks brewers should be criticized for their "outrageous" lack of ethics in promoting beer on college campuses.

Thompson said the chairman killed a series of ads which he found tasteless. One of the ads, according to the Post, showed a woman in a swimsuit with her bottom straddled between two enlarged Coors bottlecaps.

THE POST SAID THE AD WAS PART OF a campaign aimed at the college market.

Thompson said he has tried both bar promotions and campus promotions at UNO. Last semester, "The Friday Afternoon Club" was a bar promotion that changed location every week before finally settling in at "The 20's" lounge.

The promotion was discontinued due to lack of interest. Everyone works, or if not, they all have their own little place where they go," he said.

Thompson said the Coors company markets pre-packaged party and promotional kits based on a theme. Coors distributors can buy any or all eight of the kits, he said.

ONE SUCH KIT WAS KILLIAN BEER'S "Ride the Red." The Killian promotion was held at Peony Park last semester, Thompson said, and despite a heavy snowfall, more than 600 people came. Killian beer is a Coors product, he added.

Coors also features free give-aways at special events. Items such as bandanas, posters and painter's caps are given away, Thompson said.

Like the other representatives, Thompson declined to comment on what the UNO promotional budget was. He said it was smaller than Miller's, because Coors "is still a regional beer."

Sweet Shop

Small Ice Cream Cone only 25¢

Offer applies only to flavor of the week. This week's featured flavor: ORANGE

Present this coupon in the Sweet Shop (MBSC) and receive a small orange flavor ice cream cone for only 25¢. Offer valid thru April 10, 1984.

UNO DATE CORRECTION

The dates listed in the University of Nebraska at Omaha's World-Herald Summer Supplement for Intensive French, German and Spanish courses were incorrect.

FRENCH 205, GERMAN 205 AND SPANISH 205 ALL MEET JUNE 11 - AUGUST 3.

For more information about the Summer Intensive Foreign Language Courses at UNO, call UNO's Foreign Language Department 554-2403.



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AT OMAHA

OFFICIAL PASSPORT PHOTOS

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KOREA HOUSE

A pagoda is shown in the background of the "Korea House" advertisement.

Veto may delay circulation road

UNO officials said they were surprised that Gov. Kerrey last week vetoed money for the proposed circulation road for westward expansion at UNO.

Chancellor Del Weber said he was disappointed, but "I knew the Governor was going to have to cut somewhere, and when that's the case, the ax could fall anywhere."

"It'll set us back," Weber said.

He said the University hoped to start construction this summer, then finish the project the following summer. Kerrey said he vetoed the money because UNO didn't plan to work on the project this year.

"I don't understand that," said Neil Morgensen, director of plant management. He said

there must have been a mix-up in Kerrey's staff.

But he said the delay in funding won't be too devastating. "It's not as detrimental as I first thought," he said.

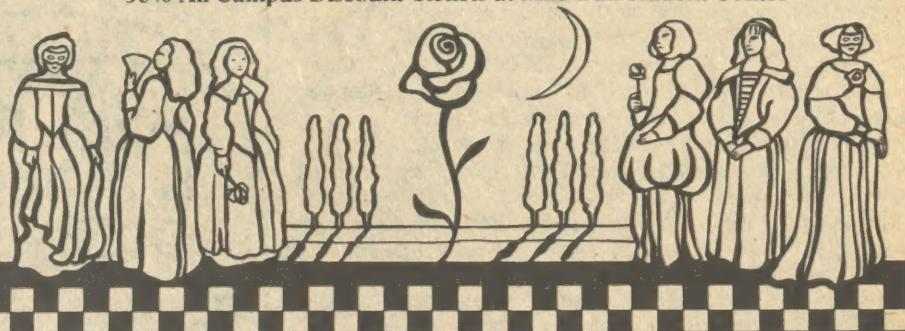
"There's an awful lot of design to be done first," he said. Kerrey left intact \$215,000 in the budget for design of the road and demolition and renovation of annexes.

Morgensen said a lot of moving, renovation and demolition of annexes needs to be done. "And that's a lengthy process," he said.

"Now we'll be all ready to go next construction season. We still can begin to march, so that's good."

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AMERICAN CANCER SOCIETY

© 1984 Beer Brewed by Miller Brewing Co., Milwaukee, WI

Comment

Saved by MTV

On a lot of TV shows about pop music, it's easy to get the impression no one working on the show knows the difference between the music of "X" and "KC and the Sunshine Band."

For that reason, trite shows like "Solid Gold" and "Casey Casem's Top 10" appeal to the masses of people uneducated about pop music, but not to pop music aficionados.

Pop music fans once watched the shows anyway, since they were the only ones offered. But that's all changed now, at least for those with cable TV.

Cable's MTV (Music television) now offers a countdown show to compete with the vapid shows shown by many local stations.

Three ingredients make "Top Twenty Video" a pleasure to watch: host Mark Goodman, clips of the week's top 20 videos and interviews with artists.

But his mode of dress is a welcome change from the blow-dried images of hosts on syndicated shows.

Goodman's job is basically to introduce the videos, adding relevant comments when appropriate, and to interview some of the artists. He does both well.

The show counts down the top 20 videos, but from No. 20 to No. 11, only a few videos are shown in their entirety. From No. 10 to No. 1, the entire video is shown.

The two worst videos in the top 10 last week were Van Halen's "Jump" and Dan Fogelberg's "Language of Love," both of which feature the musicians mugging at the camera.

The best were the Cars "You Might Think," which uses advanced computer graphics, the Eurythmics' "Here Comes The Rain Again," an eerie video featuring androgynous lead singer Annie Lennox, and Cyndi Lauper's infectious hit, "Girls Just Want to Have Fun."

This show is fun to watch, and should appeal to both people who watch a lot of MTV and to those unfamiliar with the channel. For the latter group, the show could serve as an introduction to music video.

—CHRIS MANGEN

JANUARY 1984:

I WANT MORE
MONEY FOR EDUCATION...
BUT THE LEGISLATURE
DOESN'T.

Karen's GATEWAY



APRIL 1984:

THE LEGISLATURE WANTS
MORE MONEY FOR
EDUCATION...
BUT I DON'T!



Neurotica
By Karen Nelson

Omaha hicks

A local radio station is running a contest which should be considered a public service. Listeners are invited to submit what they think are the most stupid things about Omaha.

The most difficult thing about the contest should be picking out *one* stupid thing about Omaha.

Most Omahans do think of themselves as sophisticated people. A lot of time and energy is put into telling people outside of Omaha just how sophisticated and with-it we are. "Everyone thinks of Omaha as a bunch of hicks," people wail.

Maybe, just maybe, *this* is the most stupid thing about Omaha. It's time for us to face facts. Omaha is the largest small town in the world.

Sure, we have a lot of the trappings of a big city. We have theater and museums and crime, just like the big cities. Instead of three or four rich families running things, Omaha is run by Mutual of Omaha, InterNorth, Union Pacific, Northwestern Bell and The World-Herald.

In spite of all this, Omaha is still a small town. Don't believe it? All right, try — just try — to spend an entire week out in public, doing whatever it is you usually do outside of work or classes, without running into anyone you know.

Not convinced yet? Try this. Do something immoral, or at least a bit questionable by what seems to be Omaha standards. Have an affair, go to a gay bar or the Muse Theater, hang out in Council Bluffs (and I don't mean Midlands Mall). Now for the important part. Don't tell anyone.

By the end of the week, everyone will know.

Omaha's status as a large small town should be put to better use. Banks have done it for years.

The Chamber of Commerce or the tourism department or whoever is in charge of such things could build and ad campaign around Omaha as a small town. Two well-dressed, sophisticated people could be standing in front of the Orpheum. They turn to the camera . . .

"SHE: You know, I'm really glad we moved to Omaha. It has everything — shopping, theater, art, a city magazine publisher who graduated from the Billy Martin School of Diplomacy — but, you know, I still feel just as much at home as I did in Cowtail, Neb."

HE: That's because Omaha people are so down-home. They're hicks, and proud of it. While they know that Rigoletto isn't a fancy word for spaghetti, Omahans still believe in small town

virtues like honesty, decency, morality and the right to talk about you and that blonde you tried to pick up at Wendy's . . .

HE: Wait a minute. How did you know about that?

SHE: Oh, the same person who told you about me working overtime with Harry "Hands" Holstrum. Only it wasn't me, it was Sara. And, you know, I don't think Harry "Hands" Holstrum is the *only* one she's working overtime with, if you know what I mean.

HE: Now, wait a second. I never laid a hand on Sara . . .

SHE: Who said you did? . . .

On second thought, maybe it's not such a good idea. Maybe we're better off continuing to pretend to be sophisticated, worldly people and let the unwary find out what kind of small town this is on their own. How are we ever going to have anything to talk about if people don't come to Omaha to escape being gossiped about in their hometowns?



Praise from Ronnie . . . We at the Gateway are often accused of being liberal and anti-Reagan. But as this letter of thanks from Agriculture Secretary John Block shows, Reagan is an avid supporter and personal friend of the members of the Gateway staff, especially our Sports Editor who contributed this campaign slogan, "Nuclear war in '84!"



Office of the Secretary
John R. Block
U.S. Department of Agriculture

PERSONAL
BUSINESS

Dear Friend,

On behalf of Young Americans for Freedom, I am pleased to present you with the enclosed official White House photograph of President Ronald Reagan.

I hope that you will accept this picture in appreciation for all the support which you have given to President Reagan.

To verify that you received the enclosed photograph in good condition, I would like to ask you to return the enclosed "Verification" slip to me. If your photo is scratched, folded or otherwise damaged, another copy will be forwarded to you immediately.

So please, if there's anything wrong with the enclosed photo, let me know so that I can see that it is replaced. Thank you.

Oh yes, there is one other thing that you can do, which I think would greatly please President Reagan. As a member of his Cabinet, I know that he would greatly appreciate a personal word of encouragement from you.

Believe me, I know how hard it is to take the bitter attacks which he endures each and every day from the liberals and their allies in the news media. That's why your note of encouragement would mean so much to him.

Use the enclosed postcard (or better yet your own stationery) to tell him in your own words how much you appreciate the job he is doing. Thanks.

Now I'd like to tell you why I personally believe that the next few months are going to be critically important for the future of this country which you and I love.

(over please...)

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The Gateway

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Unsigned opinions on this page represent the views of The Gateway editorial staff. Opinions expressed are not necessarily those of the UNO students, faculty, or administration; or those of the NU central administration and Board of Regents.

Letters to the editor must be signed, but those with noms de plume may be accepted. All letters should include appropriate identification, address, and telephone number. (Address and telephone number will not be published.) Letters critical of individuals must be signed by using the first and last name, or initials and last name. Preference is given to typed letters. All correspondence is subject to editing and available space.

Letters exceeding two (2) typewritten pages will be considered editorial commentary, and are subject to the above criteria.

Inquiries or complaints should be directed to the editor; advertising inquiries should be directed to the advertising manager. Copies of the Student Publication Committee inquiry policy are available at The Gateway office.

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What's Next

A seminar featuring UNO faculty member Julie Horney, associate professor of Criminal Justice, will be held today from 2:30 to 4 p.m. in the Student Center Gallery Room.

Horney, a former Judicial Fellow with the U.S. Supreme Court and the Federal Judicial Center, will speak on the issue of "Audio Recording vs. Stenographic Reporting in Federal Court." The seminar is free. Coffee and tea will be served.

Graduate Readings

Two UNO graduates will read from their original fiction at 8 p.m. tonight in room 214 of Arts and Sciences Hall.

Joseph Goecke, who received his bachelor of fine arts degree in 1982, will read "Going Third World." Goecke, who is an employee of The Omaha World-Herald, has completed a collection of short stories for the UNO publication "Smackwarm."

James Reed, who received his bachelor of fine arts degree in 1979, will read from his work titled "Aunt Ginny's Place." Reed works for Kutak Rock & Huie, and has completed a collection of stories for "Smackwarm." The reading is free and open to the public.

Moving Madness

"Relocation Survival for Families" is the subject of a new course being offered by the UNO College of Continuing Studies. The class meets from 1 to 4 p.m. Saturdays, April 7 and 14, at the Peter Kiewit Conference Center.

The course will provide specific techniques for identifying and sharing family goals for relocation. It will help families develop a stronger communication system for organizing the move, and includes the opportunity for discussion of specific problems. Fee for the seminar is \$43 per adult. The children of adults who are enrolled may attend the second session with their parents. More information can be obtained by calling 554-3399.

Fast Films

"Use of High-Speed Film to Analyze Sports Activity" is the topic of a free lecture sponsored by the UNO Fitness Center on Saturday, April 14. The lecture will be held from 9 to 10 a.m. in room 102 of the HPER building.

Featured speaker will be Dan Blanke, an associate professor in the School of HPER, who specializes in biomechanics and has research and teaching expertise in sports cinematography. The high-speed filming is used to determine errors in performance so they can be corrected. The public is invited to the lecture, the last in the Fitness Center series.

Spring Bazaar

The UNO Women's Resource Center is holding a Spring Bazaar and Bake Sale from 9 a.m. to 5 p.m. Monday and Tuesday, April 9 and 10, in the Student Center Ballroom. Persons who wish to display and sell gifts and crafts must make reservations today by noon, at the Women's Resource Center, Student Center Room 301. Baked goods donated for sale are welcome. Ten percent of earnings from the sale will go toward support of the WRC.

Willa You Be There?

In special recognition of National Library Week (April 8-14), University Library Friends is sponsoring a presentation on Willa Cather at 7 p.m. Tuesday, April 10, in room 205 of the Library.

Bruce Baker, director of Freshman English, will speak on Willa Cather's work as a drama critic. Baker is a regular participant in the annual Willa Cather conference and has been a trustee of the Willa Cather Pioneer Memorial and Educational Foundation since 1974. The presentation is free and open to the public.

The Library will also hold an open house in its archives division on Wednesday and Thursday, April 11 and 12, from 9 a.m. to 4 p.m. Material about the University's history and development will be on display and staff will be on hand to answer questions.

Meet the Brass

The UNO Brass Choir will present a concert at 8 p.m. Tuesday, April 10, in the Performing Arts Center Recital Hall. Both classical and contemporary works for brass will be presented. Conducting two works each will be four members of the UNO music faculty: Craig Fuller, Steve Erickson and Margaret Robinson, instructors of tuba, trumpet and French horn respectively; and Peter Vivona, assistant professor of trombone. The concert is free.

Wednesday World Topic

Pi Gamma Mu, the International Honor Society in Social Sciences has announced its Wednesday's World Topic for April: "The New International Economic Order — Are Multinational Corporations in Developing Countries Beneficial? Or Exploitive? How do the Developing Countries cope with recurring balance of trade deficits?" The featured speaker will be Dr. Bon Song Lee, professor of economics. Lee will give a question/answer presentation Wednesday, April 11 in the Student Center Board Room. The 12:15 to 1 p.m. presentation is a "carry-tray luncheon" and all faculty and staff are invited.



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WEEKEND ENTERTAINMENT GUIDE



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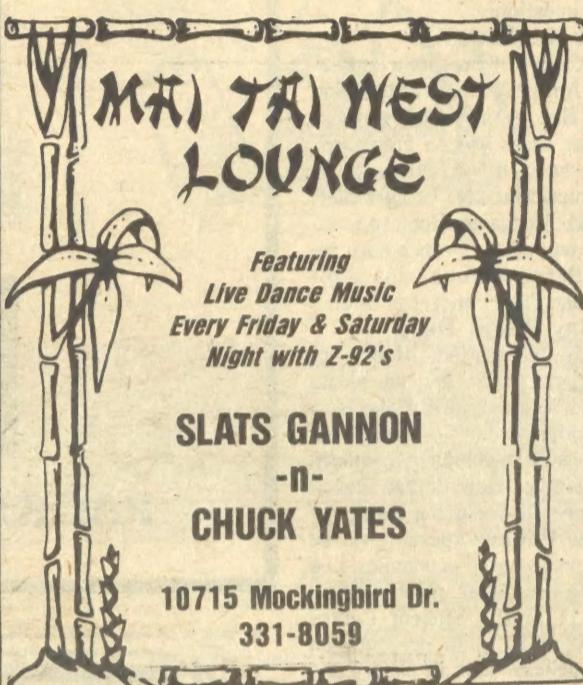
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Music

The guys in 'the Firm' just want to have a good time

By LYNN SANCHEZ

Like the guy with the big lips once said: "I know it's only rock and roll, but I LIIIIYKE it!" Actually, Mick Jagger could have been talking about the musical philosophy of a local band known as "The Firm." Since its genesis six years ago via Creighton Law School, the band has evolved into what one member describes as Omaha's "embodiment of British pub rock."

Originally, The Firm was comprised of Creighton-law students and alumni. Two of the original players (who are also lawyers), are still with the group. Dan Crouchley is lead guitarist and Bill Eustice plays bass and sings. The non-lawyers in the band, rhythm guitarist/vocalist Jim Morrow and drummer Gary Foster, joined in 1980 and 1982 respectively.

The Firm debuted in its present form in spring of 1982. The group appeared in Matt and Larry's Ranch Bowl after only two weeks of rehearsal.

"That was a scary gig" recalls Foster, who was the newest addition to the group at the time. Happily, everything went smoothly. Since then, The Firm has played its own brand of "bar rock" throughout the city, while a penchant for having fun remains strong.

"We pull songs to fit in a certain category," Foster explains. "Something everybody can dance to."

"**MAXIMUM INPUT ROCK,**" adds Morrow.

"Their ears should hurt as much as ours do," Eustice says.

"We're not out trying to be perfect; there are bands that do that," Morrow continues. "But how many bands are there left that just go out and play rock and roll, and the only thing they want to do is have a good time?"

"It's kind of like Tina Turner said in Rolling Stone," Foster says. "A lot of the new music



Four fun guys . . . Bill Eustice, Gary Foster, Dan Crouchley and Jim Morrow are the Firm.

is really cool and you listen to it, but after it's off the videos or off the radio . . ."

"You forget it!" finishes Eustice.

"It's stuff like the Rolling Stones or Rod Stewart that you always come back to in the end," Foster adds.

The Firm is known for its classic dance numbers like "Gloria," "Shake," "Mony Mony," "Baby, Let's Twist," and "Louie Louie." The group has also incorporated newer tunes, such as "Dancing With Myself" and "What I Like

About You."

It is evident that the band doesn't depend on gimmicks like funny haircuts or leather and chains to get people to come and listen to them. "When you're trying to be yourself, you don't have to put on a big presentation," Foster says. "All you have to do is say, 'Hey, this is us. We're presenting ourselves to you, and you can either like us . . . or you don't like us.'"

"**OR YOU CAN DATE US,**" deadpans Eustice.

"Or have our children, whatever," says Fos-

ter, without missing a beat.

The easy camaraderie between band members is no gimmick; it is genuine and is probably the reason they have stayed together so long.

"The whole trick to this band is, it's buddies — that's all there is to it," Eustice says. Foster agrees. "Just to be able to play with the guys in this band is the high point of my career thus far because I'm having more fun than I've ever had before," he says. "This band is really a band."

"It's one cheap laugh after another," Eustice grins. "I've always thought when we get done doing this, I could really write a good book and call it 'Big Fish in a Little Pond.' The situations that a local band is put into are incredible. It's amazing," he says. "You can imagine what it'd be like on a large scale by experiencing it on a small scale."

The band recalls a night at the Howard Street Tavern about a year ago, when people began jumping up on the stage and tables, generally going berserk.

"**IT WAS FEVER PITCH,**" recalls Morrow. "I don't know what we did to 'em, but God, they were a mess!"

Eustice suggests the heat and full moon had something to do with it. "There were also signs on the tables that said, 'If you don't react insanely, you're going to be killed,'" Eustice says.

Although episodes like this don't happen all the time, Eustice says every weekend is a new experience. "People come back to see what we're gonna do next," Foster says.

Rock legends they're not. But that's not what this group wants out of life. Morrow speaks for the band when he says, "I have a job that I go to five days a week. This (The Firm) is not a job to me. I have a good time doing this; it's a way to break away for me. And the fact that we're successful is just icing on the cake."

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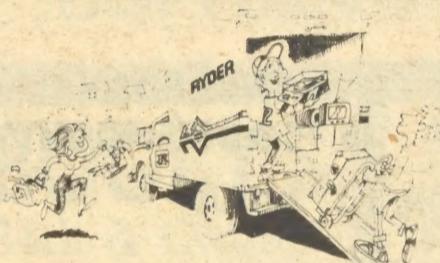


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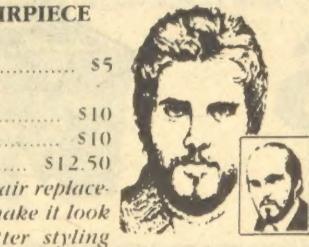
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Newsbriefs

University of Nebraska Regent Kermit Hansen has donated more than 600 albums from his personal record collection to the UNO Music Department.

Hansen's collection features a variety of classical composers, artists and musical labels ranging from 18th century works by Johann Sebastian Bach to those by 20th century composers Sergey Prokofiev and Dmitry Shostakovich. A few popular forms, such as big band and folk music are also included.

Professor of Music Kermit Peters said the records are in excellent shape and will be available to students, faculty and staff in early April. Peters said that the addition will increase the University collection to nearly 4,600, among the largest in the city.

Hansen said he began collecting records almost 40 years ago, while stationed overseas during World War II. He said that the Bach B-Minor Mass and the nine Beethoven symphonies are his favorites in the collection. The gift was prompted by a recent move and his desire to have the records enjoy more general use.

All the recordings will be housed in the Music Department's listening laboratory, second floor of Performing Arts Center. Hours are 7:30 a.m. to 2 p.m. weekdays, as well as 7 to 9 p.m. Tuesdays and Thursdays, and 2 to 4 p.m. Saturdays.

London Semester

A new program called the London Semester will be available at UNO for the first time next fall. The new program, established by the American Institute of Foreign Study (AIFS), allows students to learn and travel overseas while earning academic credit at UNO.

Participating students will receive 12 hours of credit through the UNO College of Continuing Studies. Classes will be held at Maria Assumption College in London and will be taught by a UNO faculty member. Scheduled to attend the fall semester is Glen Newkirk, UNO professor of English. Newkirk will teach courses in Elizabethan drama and English literary masterpieces, and will supervise independent study.

Tuition is \$650, which includes the usual UNO off-campus rate of \$47.30 per credit hour for 12 hours plus administrative expenses. The fee to AIFS is \$2,650 which covers housing, half the meals during the 15-week stay, social and cultural activities and use of a study center.

Sally Ware, advisor for UNO Students Abroad, said an additional cost would be round-trip air fare from Omaha to London, which AIFS would arrange at a charter rate. Students will pay for their own passports and textbooks.

Dining, library and recreational facilities will be provided by AIFS at various London institutions, such as Maria Assumption College, the University of London and Richard College. Housing will be in a converted home in the Kensington area of the city, within walking distance of classes.

Because students will be enrolled full-time at UNO, Ware said they should not sacrifice any financial aid eligibility by participating. She said the 12 credit hours will also satisfy part of the social sciences and humanities requirements for most majors.

Interested students should attend a meeting on Tuesday, April 10, from 9:30 to 11:30 a.m. in the Omaha Room of the Student Center. Representatives will be on hand to answer questions.

Counseling Services

Counseling services for area residents are available at a low rate through the Community Counseling Services Agency, a division of the Counseling and Special Education Department at UNO.

Supervisor Georgia Bichekas, an assistant professor of Counseling and Special Education, said advanced graduate students who staff the UNO agency can help individuals learn methods of coping with depression and stress. The counselors also offer help in learning to be assertive.

Appointments may be scheduled between 4 and 9 p.m. on Mondays and Tuesdays. Fee for individual or career counseling is \$5 per meeting and the cost for couple or family counseling is \$7 per session. For more information, contact 554-2727.

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For more information or applications, contact the Gateway office at 554-2470 or stop by annex 17.

Deadline for application: April 25, 1984

Multi-sport athletes commit to UNO

Lori Schutte of Wisner-Pilger High and Lisa Lyons of Omaha Northwest have signed volleyball letters of intent with UNO, head coach Janice Kruger announced.

Schutte, a 5'10" hitter, was an all-conference performer in both volleyball and basketball this season and has earned three letters in each sport. "Lori is very quick and is a real competitive, hard-working player," Kruger said. "She will bring a good winning attitude to our program. She knows what it takes to win and she works hard at it."

Lyons, a 5'8" hitter, was an all-Metro player in both volleyball and basketball. She was also a member of The World-Herald's second-team all-State basketball squad.

"Lisa has a lot of raw talent," Kruger said. "She is a good offensive player and an excellent jumper."

Kruger, who holds a 183-64 coaching record at UNO, said she likes to recruit multi-sport athletes. "The year-round work makes them quicker and faster."

Lyons and Schutte join Omaha Roncalli spiker Regina Rule who earlier signed a letter of intent with the Lady Mavs.

Kruger said she would like to recruit two more players. Two possible recruits are Phyllis DeBuhr of Beatrice and Laura Anderson of Raymond Central.

Anderson is considering playing basketball in college, but still has UNO on her list for volleyball, according to Kruger.

DeBuhr is Kruger's primary recruit at this time, though. "I hope to get one of the two," Kruger said. "Both of them would be nice."

If neither sign, Kruger said she may recruit a player out of a junior college.

Classifieds

Business ads: minimum charge, \$2.50 per insertion. UNO students, faculty and staff: \$1.25 per insertion for non-business advertising. Ad size: 150 key strokes or 5 lines with margin set at 30 spaces. \$.50 each additional line. Lost & Found ads pertaining to UNO are free. PRE-PAYMENTS REQUIRED FOR ALL ADS. Deadlines: noon Friday for Wednesday's issue; noon Monday for Friday's issue.

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FOR ITEMS LOST AT UNO: contact Campus Security, EAB 100, ext. 2648. Turned-in items can be claimed by a description and proper identification.

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Applications for the position of GATEWAY EDITOR

for the summer and fall semesters are now
available in Annex 17.

Applicants should be familiar with the guidelines for the student press adopted by the UNO Board of Regents.

(Copies available upon request.)

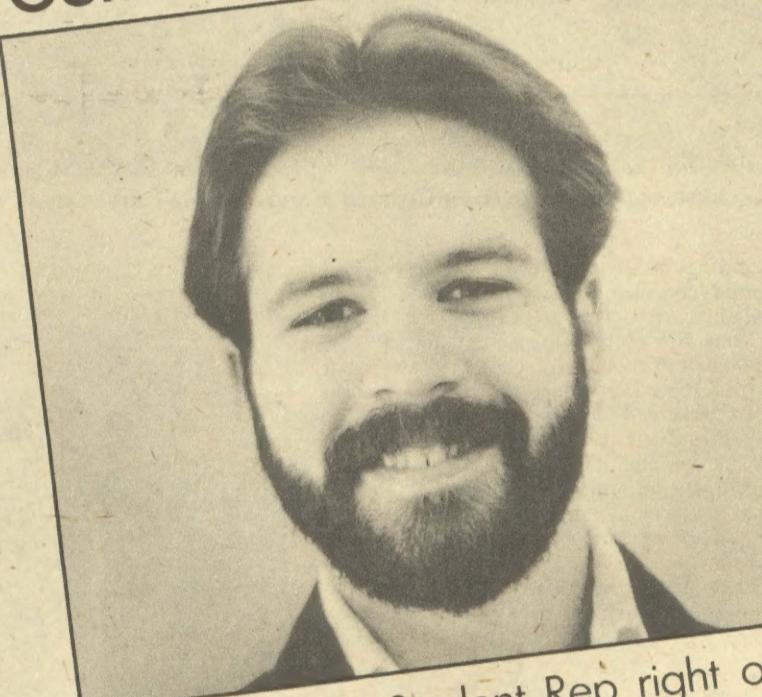
Deadline to apply: Friday, April 20, 2 p.m.

Selection meeting: Thursday, April 26, 2 p.m., State Room, MBSC.

Salary: \$1,375 (summer); \$1,760 (fall)

For more information or applications, contact Rosalie at The Gateway, 554-2470, or stop by Annex 17.

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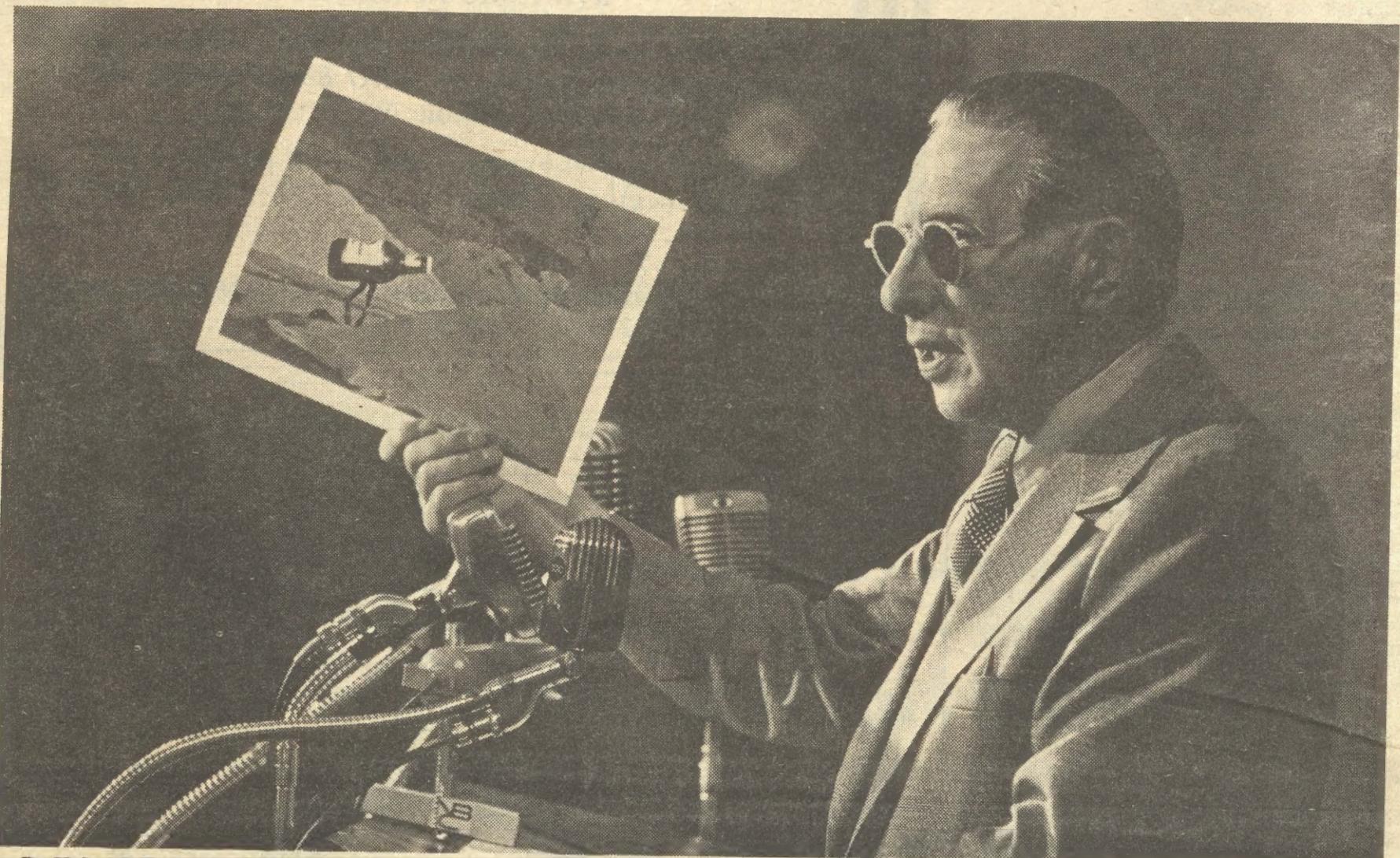
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Mountain Fresh Rainiers Sighted Near Rising City



Dr. Heinrich Tschutter of the Platte River Citizens' Committee on Carbonated Phenomena displays a recent photograph of a Rainier seen near Wahoo.

SEWARD — New sightings of Mountain Fresh Rainiers across much of eastern Nebraska have now been confirmed by several unbiased sources, according to Dr. Heinrich Tschutter, chairman of the Platte River Citizens' Committee on Carbonated Phenomena. Tschutter told a hastily-called press conference in Seward yesterday that MFR's have been "positively identified" in the region to the south and east of the Platte. And, he added, sightings in Omaha itself "are just a matter of time."

Rumors concerning the imminent appearance of MFR's in the area have been circulating for months, and yesterday's press conference was obviously designed to dispel all doubts. Appearing with Tschutter were several eyewitnesses and independent experts, many of whom brought authentic-looking photographs.



Mary Elizabeth Welkins, shown here with her husband Leonardo, told newsmen: "All I know is I saw the things, and that's it."



Wally "Buzz" Entropo shows sketches of Mountain Fresh Rainiers he made along the Niobrara during 1974.

"This time they can be identified absolutely," claimed Dr. Tschutter. "Rainiers are of two distinct species — one that appears to be shiny and metallic, and is almost perfectly cylindrical. The other is dark brown, translucent, and also cylindrical, but with a protruding neck or cap."

Tschutter said that the markings of both species were almost identical: a large red "R" in script, followed by the word "ainier," the combination thought to refer to the mountain out in Washington State, traditionally considered the place of origin for all MFR's. But other experts challenged Tschutter's interpretation, several conjecturing that "ainier" is a reference to the light, fresh, golden, carbonated contents of MFR's. Arguing this point convincingly was Wally "Buzz" Entropo, an MFR-tracker for over 20 years, who claims to have lived among one group of Rainiers in the remote Niobrara region.

"I've even tasted them," stated Entropo, "and I'll tell you, they are friendly and extremely refreshing. But I found no evidence convincing me that the 'R' and 'ainier' together make up any larger word."

Tschutter had no comment regarding Entropo's remarks, but he dismissed as "insufficiently documented" the recent spate of sightings of a variant species marked "Rainier Light."

Other eyewitnesses who spoke included Leonardo and Mary Elizabeth Welkins of the Branched Oak Lake area. The Welkinses claim to have seen as many as six Rainiers at one time. "It was just before dark," said the retired accountant. "We were walking next to this horse corral. Suddenly the horses began kicking and whinnying. Dogs began to howl. Mary Elizabeth shouted, 'I see it! I see it!'

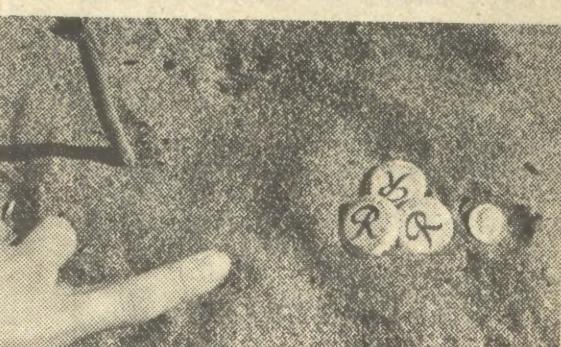
"As we got closer, we could make out six of them in very tight formation. They were the brown ones, and we could read the 'R's' on their sides clear as day. They made no sounds as they charged past us."

Dr. Tschutter visited the couple a few days after the sighting was reported. "When I left," he said, "I was more puzzled than when I arrived," because the Welkinses were the first to report multiple MFR's. "But they obviously didn't make up the story."

Nonetheless, the Welkinses took a terrific ribbing from their friends, they reported. "Even my mother scoffed at us," said Mrs. Welkins. "Things were pretty unbearable for a while, but all I know is I saw the things, and that's it."

All the speakers agreed that Rainiers are friendly to humans, and are even thought to impart a feeling of refreshment and well-being to those with whom they come in contact. Tschutter concluded by saying that multiple MFR sightings had since been verified by, among others, a 21-year-old college student and a law enforcement officer.

"We can all expect to see Rainiers throughout eastern Nebraska in the weeks to come, all the way from Kearney to Council Bluffs," said Tschutter. "And I for one am as pleased as I can be."



These remains, thought to be left by MFR's, were found near Palmyra.

Rainier Brewing Company, Seattle, Washington

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